

EDUCATION CABINET
Department for Workforce Investment
OFFICE OF CAREER AND TECHNICAL EDUCATION



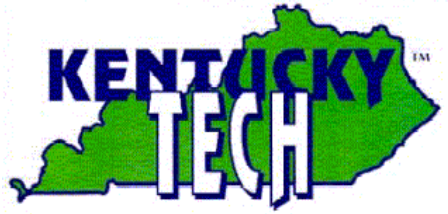
MARION CO. PARTNERS MARKETING INITIATIVE
2006-2008

The Marion Co. Partners Marketing Committee was created to increase the visibility, enhance the public image, and affect a positive change of perception of CTE programs. Accomplishing these goals will lead to increased CTE enrollments where technical education and skilled training can be used as a pathway for student success. An industry concern is that there are not enough skilled employees to retain a viable business culture in Marion Co. Without skilled employees, business and industry will have to look elsewhere to relocate – and this directly affects survival of the community.

Career and Technical Education Programs must be positively promoted and elevated in the overall educational hierarchy. Through a planned process of strategic activities within the Marion Co. School District and Marion Co. ATC, administrators, teachers, counselors, parents and students will better understand the fundamental value career and technical education programs have on education, employment and/or postsecondary education. All of the Marion Co. partners are committed to the initiative and will help develop and implement a comprehensive marketing plan to enhance the visibility, image and importance of technical education and skills training at the Marion Co. ATC.



Equal Education and Employment Opportunities M/F/D



**Marion Co. ATC
Marion Co. School District
Lebanon/Marion Co. Industrial Foundation
Chamber of Commerce**

Strategic Commitment

We are committed to fostering unity in marketing career and technical education programs for the benefit of all the partners in the Lebanon/Marion Co. local school district and community through teamwork, consistency and continuity.

Mission

Our mission is to develop and implement a comprehensive marketing plan to enhance the visibility, image, and value of career and technical education throughout the Marion Co. school district and community for the purpose of affecting a meaningful and positive change of perception.

Marion Co. Marketing Team Goals

1. To achieve increased visibility
2. To foster an enhanced public image
3. To affect a positive change of perception.
4. To achieve increased enrollment.

IMAGE AND VISIBILITY

GOAL	ACTION	START DATE DATE ACCOMPLISHED	FUNDING/PERSONS RESPONSIBLE
#2-public image	Provide staff with new shirts with logo and emblem to be worn daily	Shirts ordered- Feb. 2007 Delivery - pending	MCATC
#1 and #2-visibility and public image	Update program brochures	Brochures sent to D. Kelch-Feb. 2007 Update pending	MCATC and Angell-Demmel
#1, 2, and 3-visibility, image, and perception	Statewide manufacturing poster and newsletter Student Spotlight	Visited Angell-Demmel-Jan. 2007 Newsletter pending Took pictures for program area posters-March 2007 -show sample	OCTE and MCATC
#2 and #3- public image and perception	Implement National Technical Honor Society	-Spoke to Chamber of Commerce-Jan. 2007 -Selected eligible students-March 2007 -Induction ceremony-May 2007	MCATC, Chamber of Commerce *GNS to be written and posted on OCTE website
#1, #2, and #3-visibility, image, perception	National CTE Month	-Proclamation and picture in paper-Feb. 2007 -Spotlight on state website and shared with community – Feb. 2007	MCATC
#1, #2 and #4 -visibility, public image, enrollment	Program information sheets * should include salary, benefits, education and skills	Pending	MCATC and Office of Economic Development

	training requirements, and availability of jobs.		
#1 and #2- visibility and public image	New banner	March 2007	MCATC
#1, #2, #3-visibility, image, perception	RRR Banners	Begin March 2007	MCATC
#1, #2, and #3– visibility, image, perception	Develop school/media and press relations kit to provide a unified approach to all public relations and public information materials.	April 2007	OCTE/MCATC
#1, #2, #3, and #4-visibility, image, perception, increased enrollment	Creation of substantial integrated exemplary projects to be presented to MCBOE, County Judge Executive, Industrial Foundation, or community that can be displayed in the front of or inside a building. -Rockcastle Co. Twin Towers -Mason Co. Habitat for Humanity -Carroll Co. Bridges -Harrison Co. Extreme Makeover Project	Begin March 2007	MCATC
#1, #2, and #3-visibility, image, perception	Identify Teams to make presentations to internal and external target groups	Immediately	MCPS/MCATC
#1, #2, and #3-visibility, image, perception	Create “Message and presentation” for team visits to target audiences.	In process - ASAP	MCATC/ED/LMCIF
#1, #2, #3, and #4-visibility, image, perception, increased enrollment	Support the establishment of a non-profit Technical Education Foundation to enhance opportunities for the	Begin March 2007	LMCIF/MCPS/MCATC

	<p>advancement of technology.</p> <p>Improving image - Working with industry representatives to gain equipment or funding for programs. Promote donations.</p>		
#1, #2, and #3-visibility, image, perception	Student Organization Activities	Continuous	MCATC/OCTE
#1, #2, and #3-visibility, image, perception	Student Focus Groups – to better understand and correct barriers to CTE programs.	Begin 2006-07 school year.	MCHS/MCATC
#1, #2, #3, and #4-visibility, image, perception, increased enrollment	Education At Work Scholarship Program	<p><u>Identification of students and application submitted by April 1, 2007</u></p> <p>-Six \$1000 scholarships will be awarded to students through OCTE.</p>	MCATC
#1, #2, and #3-visibility, image, perception	<p>Develop Marion Co. ATC website</p> <p>Promote programs, teachers and students.</p> <p>**LMCIF endorsement **ED endorsement **MCPS endorsement</p>	2006-07 school year	MCATC – IT class

STUDENT RECRUITMENT

GOAL	ACTION	START DATE DATE ACCOMPLISHED	FUNDING/PERSONS RESPONSIBLE
#1, #2, #4-visibility, image,	A Day in CTE-8 th grade school	Jan. and Feb. 2007	MCATC and Economic

and increased enrollment	and industry tours		Development
#1, #2, #4--visibility, image, and increased enrollment	Parent/Student Open House for 8th grade	Feb. 2007	MCATC
#1, #2, #4- visibility, image, and increased enrollment	Summer Camp for middle school students **make sure to include both middle and HS teachers for collaboration.	May/June 2007	OCTE Grant, MCATC, and MCPS
#1, #2, #3, and #4-visibility, image, perception, increased enrollment	Implementation of Project Lead the Way	2007-2008 School Year	MCPS
#1, #2, #3, and #4-visibility, image, perception, increased enrollment	Explore implementation of Gateway to Technology (GT) program -to expose students to engineering and technology related fields (with specific emphasis on manufacturing career pathways at the middle school level). All students in the 6th, 7th and 8th grades are required to take a nine-week course where stand-alone units are taught.	Explore possibility	MCPS
#1, #2, #4-visibility, image, and increased enrollment	A Day in CTE-8th grade school and industry tours	Jan. and Feb. 2007	MCATC and Economic Development
#1, #2, #3, and #4-visibility, image, perception, and increased enrollment	Tours of ATC – beginning with 4th grade. **Work toward including specific program areas and at least one “hands-on” activity relating to a science, math, or physical education lesson being taught by the academic instructor.	2007-08 school year	MCATC

#1, #2, #3, and #4- visibility, image, perception, and increased enrollment	Channel Six coverage Newspaper coverage	Continuous	MCATC and MCPS
#1, #2, #3, and #4 - visibility, image, perception, and increased enrollment	Classroom Beautification (brightly painted themes) The physical environment can serve several purposes: - communicate value -provide productive, stimulating educational environment. - meet physical and professional needs of staff - build pride into the work and educational environment.	2006-07 and 2007-08 School Years	MCATC, MCPS and Industry
#1, #2, #3, and #4 - visibility, image, perception, and increased enrollment	Student Success Stories	March 2007	OCTE/MCATC
#1, #2, #3, and #4 - visibility, image, perception, and increased enrollment	Industrial Foundation Recruitment/Incentive Program Possible activity: Create district competitions through collaborative projects between academic and technical teachers that have something to do with manufacturing. Judged by B&I. (Monetary value involved for teachers).	Develop guidelines 06- 07 school year	MCATC/LMCIF
#1, #2, #3, and #4 - visibility, image, perception, and increased	Alumni Success Stories	Immediately	MCATC/ED/LMCIF

enrollment			
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INCREASED ACADEMIC FOCUS

GOALS	ACTION	START DATE DATE ACCOMPLISHED	FUNDING/PERSONS RESPONSIBLE
#1, #3, and #4-visibility, perception, increased enrollment	Provide academic credit for carpentry	2007-2008 school year	MCHS and MCATC
#1, #3, and #4-visibility, perception, increased enrollment	Increase academic credit for other ATC courses	2007-2009 school years	MCHS and MCATC
#1, #3, and #4-visibility, perception, increased enrollment	Obtain grant for MTT and math teacher to develop collaborative lessons	Grant submitted-Feb. 2007 Pending	MCHS and MCATC
#1, #2, #3, #4-visibility, image, perception, increased enrollment	Building a positive image of CTE throughout the local school district. *Build pride and purpose in the whole educational hierarchy. *Communicate to all employees that we know where CTE has been, where it is and where it's going. *Establish optimism about the future of working together (collaborative efforts between academic and technical instructors). *Equip employees with facts to be shared with external	*Continuous	MCPS Central Office

	<p>publics (generated by ED and LMCIF). *Provide direction.</p> <p>(Integrated academic and technical education curricula – <u>Tech Prep federal dollars can be used to fund curriculum alignment and projects.</u>)</p>		
#1, #2, #3, #4-visibility, image, perception, increased enrollment	Provide professional development for all teachers within the MCPS	Opening Day-Aug. 2007?? PD throughout the 07-08 school year	MCPS, MCATC, and MCPS Central Office Staff
#4-increased enrollment	Create a counselor position	2007-2008 school year	MCPS, MCATC, others?
#4-increased enrollment	Addition of English and math instructors at ATC	As soon as possible	MCPS
#1, #2, #3, #4-visibility, image, perception, increased enrollment	Creating linkages and seamless program opportunities for students with Postsecondary partner(s).	As soon as possible	MCPS/MCATC/LMCIF/ED